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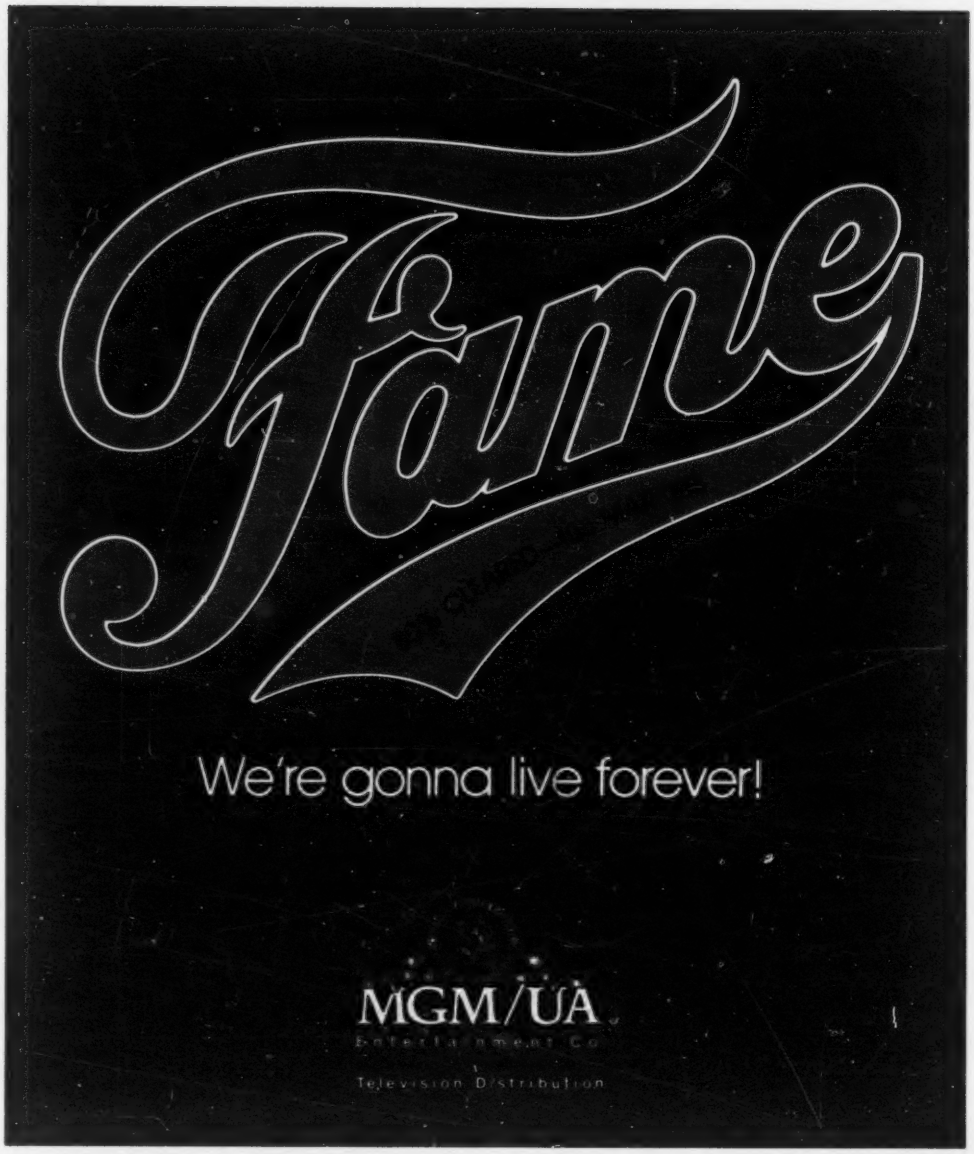
The Fifth Estate

Broadcasting Aug 22



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Vol. 105 No. 8

Broadcasting Aug 22

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about 50 major advertisers. The service has 10 minutes of commercial time available every hour and gives two minutes to the local cable system to sell. Advertising rates range from a low of $300 to a high of $800 for a 30-second spot, but Wynne and Koester declined to indicate how many spots are left unsold. Koester said the service is picking up about 500,000 households per month, and expects by the end of this year to reach 11-12 million, with 15 million by mid-1984 and 18 million by the end of 1984.

Wynne, will retain his old duties as head of Landmark's broadcasting and video enterprises division. (Landmark owns Telecable, the 14th ranked MSO). He said he will not permanently relocate from his home in Norfolk, but anticipates having to stay in Atlanta until the end of the year. "By then we'll probably put someone in the general manager's slot." Wynne also noted that "We have got a good staff here, I don't contemplate any changes." He said his first priority is to sell the carriage fee plan to the cable operators.

TWC's current list of advertisers includes Allstate Insurance, American Express, Champion Spark Plugs, Chevrolet, duPont, Eastman Kodak, General Foods, Orkin, Procter & Gamble, Prudential-Bache Securities, RCA, Sears Roebuck, Shell Oil and United Airlines. □

U.S. programers head for England

Despite a diminished American presence among program exhibitors, the second annual London Multimedia Market is expected to draw about the same number of registrants as it did last year, according to its sponsors ("Closed Circuit," Aug. 15). Last year's London show, which attracted representatives from the international broadcasting, cable and home video markets, was attended by more than 2,000 buyers and sellers from more than 59 countries and included 143 exhibiting companies.

This year's market will take place at the Gloucester hotel from Sept. 19-23. To date, 41 U.S. companies have registered for the event, including 24 who have indicated they were attending as program buyers. Last year, 57 American firms rented suites.

About 100 exhibitors, all told, have signed up this year, according to Karol Kulik, LMM market director. She said that about 800 registrants, 300 buyers, 50 observers and more than 75 members of the press have notified they will be coming. In addition, Kulik said she expects another 400 to register between now and the show, with about another 800 registering at the show itself. That puts total registration at roughly the same level as last year's. Kulik noted that 860 registered during LMM last year.

Michael Solomon, chairman of Telepictures Corp., the programing and syndication production company that is currently riding high from its second season of syndicating first-run episodes of *People's Court*, is enthusiastic about LMM. (Telepictures reported 43% of its first-six-month 1983 sales of $20,763,000 were due to *People's Court*.) Solomon said that he hopes LMM will replace MIFED, the annual theatrical and television programing conference in Milan, Italy, because, according to Solomon, television has been "kind of a nonentity" at MIFED. Solomon said MIFED serves primarily the theatrical community, while its television market has always existed more as an after-event for a group of European buyers who meet right before MIFED.

But several American companies that were exhibitors last year will not be renting suites and exhibiting this year. Some firms note, however, that they will attend on an "unofficial" basis, or have someone from their London offices on hand. Those companies include ABC Video Enterprises (along with ABC Motion Pictures and ABC Sports), Viacom International, Group W Productions, MCA-TV International and Westinghouse Broadcasting and Cable ("Closed Circuit," Aug. 15). Their reasons ranged from the proliferation of trade shows to poor hotel and convention facilities at last year's show.

Among American companies planning to attend, HBO, the pay cable service, is returning as a buyer "to see what's available" and will be "looking at co-financing possibilities" for programing. CBS International will go as a seller offering some of its news programing, such as *60 Minutes* and the Walter Cronkite series, *Universe*, and *Coast to Coast*, a new, weekly, half-hour, soft-news magazine about trends in U.S. fashion, sports and people. *Coast to Coast* material comes from *2 on the Town*, a prime access strip airing on CBS-owned KNXT(TV) Los Angeles and WCBS-TV New York. A CBS International spokesman described LMM as a show that draws buyers from Europe and the Middle East, while Latin America contacts are made at NATPE International and annual private screenings in Los Angeles. □

Every day. *Newsfeed*, Group W's two-year-old video wire service, is expanding from five days a week to seven starting Jan. 7 (BROADCASTING, Aug. 15) and, to signify its expansion, is changing its name to Newsfeed Network. According to Richard Sabreen, vice president and general manager of the service, the move is being made to fill a void for nonpreemptable video coverage of national news in local weekend newscasts.

The service, which currently feeds an hour of news in late afternoon and a half-hour in late evening each weekday, will offer a half-hour of news on both Saturday and Sunday at 9:30 p.m., a time period geared to coverage of late-breaking sports news, Sabreen said. Stations currently subscribing to the *Newsfeed Network* will be given the option of picking up the extra two days or staying with their present service, he said, while new subscribers will be offered only the seven-day-a-week service.

There are currently 48 stations subscribing to *Newsfeed Network* in the U.S. and overseas, including stations in all top 10 U.S. markets.

Ratings Roundup

Loaded with a heavy schedule of reruns, CBS-TV captured first place in prime time ratings for the week ended Sunday, Aug. 14, in a week when television viewing for all three networks was up significantly over the week before. According to A.C. Nielsen's National Television Index, CBS averaged a 13.3 rating/25.3 share, just a half rating point ahead of NBC, which averaged a 12.8/24.6, and almost two rating points ahead of ABC, which averaged an 11.4/21.9.

For the week, the three networks' combined average was 37.5/71.8, up from 34.4/67.1 the week before.

CBS won Tuesday, Wednesday and Sunday nights, while NBC took Monday, Thursday and Friday, and ABC Saturday. Among the top 30 programs, CBS had 12, NBC 10 and ABC 8.

ABC's new first-run limited series summer programs took a beating. *Reggie* captured a 13.7/23 and landed in the top 20 during its special premiere the week before when it was sandwiched between *Three's Company* and a *Barbara Walters Summer Special* on Tuesday night, but sank to a 9.5/17 last week during its regular Thursday period and tied with NBC's *Powers of Matthew Star* for 54th place. The third episode of *The Hamptons* scored an 8.9/16, its lowest rating yet. CBS News's *On the Road with Charles Kuralt* and *Our Times with Bill Moyers* placed in the top 25 with 14.6/29 and 14.5/28, respectively, beating out ABC's *Half Hour Comedy Hour* (12.3/25) and *Joanie loves Chachi* (12.9/25), and major league baseball on NBC (11.1/21).

The First 20

1.	*Newhart*	CBS	19.6/33
2.	*Trapper John, M.D.*	CBS	19.1/34
3.	*NBC Monday Night Movie—Wait Until Mother Gets Home*	NBC	18.5/34
4.	*Jeffersons*	CBS	18.0/32
5.	*Hill Street Blues*	NBC	16.9/31
6.	*Simon & Simon*	CBS	16.9/30
7.	*9 to 5*	ABC	16.9/30
8.	*Cheers*	NBC	16.5/29
9.	*Hart to Hart*	ABC	16.4/30
10.	*Three's Company*	ABC	16.4/30
11.	*Facts of Life*	NBC	16.3/30
12.	*CBS Tuesday Night Movies—A Matter of Life and Death*	CBS	16.1/29
13.	*Magnum, P.I.*	CBS	15.9/30
14.	*60 Minutes*	CBS	15.3/34
15.	*Knight Rider*	NBC	15.3/30
16.	*CBS Wednesday Night Movie—Mark, I Love You*	CBS	15.2/27
17.	*NBC Sunday Night Movie—A Bridge Too Far*	NBC	14.8/27
18.	*20/20*	ABC	14.8/27
19.	*On the Road with Kuralt*	CBS	14.6/29
20.	*Fantasy Island*	ABC	14.6/29

The Final Five

64.	*NFL Preseason Football—N.Y. Giants vs. Pittsburgh Steelers*	ABC	7.8/16
65.	*NBC Reports*	NBC	7.6/16
66.	*Faeries*	CBS	6.8/15
67.	*Monitor*	NBC	6.4/13
68.	*Kudzu*	CBS	5.2/11

For the Record

As compiled by BROADCASTING, Aug. 8 through Aug. 12, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Harrison, Mich.—David A. Carmine seeks 1540 khz, .25 kw-D. Address: 209 East Spruce Street, Harrison, Mich. 48625-0549. Principal also owns WKKM(FM) Harrison and WDEE(AM) Reed City, both Michigan, and is applicant for new FM at East Dewitt, Mich. Filed March 24.

FM applications

■ Delta Junction, Alaska—Delta Communications Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 507, Delta Junction 99737. Principal: James F. Funderburk, president (80%) and wife, Shiow Shang Funderburk (20%) It has no other broadcast interests. Filed Aug. 5.

■ Fairbanks, Alaska—Empire Communications Inc. seeks 98.1 mhz, 63.5 kw, HAAT: minus 37 ft. Address: P.O. Box 60394, Fairbanks 99706. Principal is headed by Donn B. Erisman Jr., president. Filed Aug. 8.

■ Flagstaff, Ariz.—Presciliano P. Mares seeks 97.5 mhz, 100 kw, HAAT: 1,508 ft. Address: 2808 Dallas, NE, Albuquerque, N.M. 87110. Principal has no other broadcast interests. Filed Aug. 8.

■ Flagstaff, Ariz.—Star West Broadcasting Inc. seeks 97.5 mhz, 100 kw, 1,439 ft. Address: 25804 Dundee, Huntington Woods, Mich. 48070. Principals: Robert W. Giles, president, wife, Louis A. (40% each), Mary C. Rowe and husband, Robert A. (10% each). Giles couple are employed at WXYZ(TV) Detroit. Filed Aug. 5.

■ Flagstaff, Ariz.—Trident Communications Inc. seeks 97.5 mhz, 100 kw, HAAT: 1,429 ft. Address: 6335 East 22nd Street, Tucson, Ariz. 85710. Principals: B. Howard Bernstein, president, and his wife, Sandra (16.66% each) and James R. Sweet (two-thirds). Sweet is employe of Western Cities Broadcasting Inc., who owns KZZP-AM-FM Mesa, Ariz. Filed Aug. 8.

■ Flagstaff, Airz.—Wilsha Communications Inc. seeks 97.5 mhz, 100 kw, HAAT: 1,429 ft. Address: 6111 N. 8th Street, Phoenix 85014. Principals: Albert J. Willis Jr., president, Leland D. Shaffner and John G. Alverez (one-third each). Willis and Shaffner have interests in KHEP-AM-FM Phoenix. Shaffner also has interest in KWOC(AM)-KPBM-FM Poplar Bluffs, Mo., and with Alverez, has interest in new FM at Canyon, Tex. (see below). Filed Aug 8.

■ Bakersfield, Calif.—Kern Communications Co. seeks 107.1 mhz, 2 kw, HAAT: 333.8 ft. Address: 6900-12 Seapines Drive, Bakersfield 93309. Principals: Catherine M. Swajian Abernathy (55%); her husband, David M. (20%); Brian D. Boyle (20%), and Douglas D. Rohall (5%). Filed Aug. 5.

■ Valdosta, Ga.—Azalea City Broadcasting seeks 96.7 mhz, 3 kw, 300 ft. Address: 1000 Potomac Street, N.W., Washington, D.C. 20007. Principal is Andrew J. Guest, who owns 50% of WKUB(FM) Blackshear, Ga., and is general manager of WAEV(FM) Savannah, Ga. Filed Aug. 8.

■ Valdosta, Ga.—Cherry Lynn Rogers seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Route No. 5, Eastman, Ga. 31023. Principal has no other broadcast interests. Filed Aug. 5.

■ Valdosta, Ga.—Lowndes County Broadcasting seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 368, Valdosta, Ga. 31601. Principal: Vernon Arnold. It also owns WJEM-(AM) Valdosta. Filed Aug. 8.

■ ■ Valdosta, Ga.—Multi-Media Broadcasting Inc. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 108, Lake Park, Ga. 31636. Principal is headed by Michael Dee Howard, president. It has no other broadcast interests. Filed Aug. 8.

■ Valdosta, Ga.—Valdosta Radio Ltd. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 879½ Parker Street NE, Cleveland, Tenn. 37311. Principal: Luz N. Ruiz who has no other broadcast interests. Filed Aug. 4.

■ Valdosta, Ga.—WGAF Inc. seeks 96.7 mhz, 2.65 kw, HAAT: 328 ft. Address: Box 133, Valdosta 31601. Principal: W. Orson Woodall also is part owner of WTGQ(FM) Cairo, Ga., WSMY(AM)-WTPM(FM) Roanoke Rapids, N.C., and WCCP(AM) Athens, Ga. Filed Aug. 8.

■ Potosi, Mo.—Radioworks Inc. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 840 Westbrooke Meadows Court, St. Louis 63011. Principals: Dennis Klautzer, president (80%) and Larry LaBrier (20%). Klautzer is air personality at KHTR(FM) St. Louis. Filed Aug. 5.

■ Socorro, N.M.—Socorro Communications Inc. seeks 92.7 mhz, 3 kw, HAAT: 1,892.5 ft. Address: 175 Highway 60 West, Socorro. Principal is owned by Manuel Miguel Olguin, president. It also owns KSRC(AM) Socorro. Filed Aug. 5.

■ Parris Island, S.C.—Carpenter Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 3715 Inverness Way, Augusta, Ga. 30907. Principals: Jack A. Carpenter (51%); his wife, D. Anne (39%), and E. Robin Sanders (10%). Carpenters are also applicants for new FM at Augusta, Ga. Filed Aug. 8.

■ Parris Island, S.C.—Vivian Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 806 Monson Street, Beaufort, S.C. 29902. Principal: William A. Galloway, president (51%), and wife, Vivian McNair Galloway. It also owns WVGB(AM) Beaufort, S.C. Filed Aug. 8.

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	65	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

■ Bastrop, Tex.—Longcrier Communications seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 8118 Raintree Place, Austin, Tex. 78759. Principals: H.L. Longcrier Jr., president; wife, Jane C., and their children, H.L. Longcrier III, Michael C. and Steven W. (20% each). It also owns KELG-(AM) Elgin, and KZEU (FM) Victoria, both Texas. Filed Aug. 3.

■ Canyon, Tex.—Albert D. Davila seeks 107.9 mhz, 100 kw, HAAT: 700 ft. Address: 1527 Spanish Oaks, San Antonio, Tex. 78213. Principal is sales representative at KEDA-(AM) San Antonio, Tex. Filed Aug. 8.

■ Canyon, Tex.—Leland D. Shaffner, Judith C. Shaffner and John G. Alvarez seek 107.9 mhz, 100 kw, HAAT: 700 ft. Address: Box 41, Poplar Bluff, Mo. 63901. Principals: Shaffners have interest in KHEP(AM)-FM Phoenix; KWOC(AM)-KPBM-FM Poplar Bluff, Mo., which they will sell. Leland Shaffner and Alvarez are applicants for new FM at Flagstaff, Ariz. Filed Aug. 8.

■ Canyon, Tex.—Samuel K. Stratemeyer seeks 107.9 mhz, 100 kw, HAAT: 700 ft. Address: Route 3, Metropolis, Ill. 62960. Principal is also applicant for new FM's at San Angelo, Tex., and WRIK(FM) Metropolis, and new AM at Brookport, both Illinois. Filed Aug. 8.

■ Hamilton, Tex.—Roy Neal Randolph seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 4101 W. Adams Street, Temple, Tex. 76503. Principal has no other broadcast interests. Filed Aug. 5.

■ Paris, Tex.—Earlyne G. Lund seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 10753B Via Los Posadas, Paris. Principal has no other broadcast interests. Filed Aug. 3.

■ Paris, Tex.—Lamar County Broadcasting seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 2708 Chimney Rock, Huntersville, Tex. 77340. Principals: Ray Eller, president; wife, Marcia, and Jacklyn Merchan (one-third each). Ray Eller has 30% interest in KSAM(AM)-KHUN-FM Huntersville, Tex., and KMHT-AM-FM Marshall, Tex. Filed Aug. 8.

■ Paris, Tex.—Palm/Prairie Broadcasting Inc. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 6600 Pinetree Circle, West Palm Beach, Fla. 33406. Principals: Rodney G. Dore, president (55%); wife, Kay M., and her parents, Leon and Betty Moss (15% each). Rodney Dore also has interests in WPOM(AM) Riviera Beach, and is applicant for new FM's at Sanibel and Havana, all Florida. Rest have no other broadcasting interests. Filed Aug. 8.

TV applications

■ Tuscumbia, Ala.—Kadd Communications Corp. seeks ch. 47; ERP: 96 kw vis., 9.6 kw aur., HAAT: 513 ft.; ant. height above ground: 282 ft. Address: P.O. Box 585, Tuscumbia 35674. Principals: David M. Baughn, president, and Alan Keith Hager, Francis A. Cox, David R. DuBose (25% each). Baughn is engineer at WVAL(FM) Tuscaloosa, Ala., and with DuBose has interest in new TV there. DuBose is news director at WVAL(FM) Tuscaloosa, Cox is chief engineer at WVEU(TV) Atlanta. Hager has no other broadcast interest. Filed July 28.

■ New Iberia, La.—Commerce Broadcasting Inc. seeks ch. 36; ERP: 5,000 kw vis., 1,000 kw aur., HAAT: 463.6 ft.; ant. height above ground: 467.1 ft. Address: 500 Dover, Suite 200, Lafayette, La. 70503. Principal is owned by James A. Haynes, president (24%), and four others. It has no other broadcast interests. Filed July 29.

■ Port Huron, Mich.—TV 46 Corp. seeks ch. 46; ERP: 3,900 kw vis., 390 kw aur., HAAT: 914 ft.; ant. height above ground: 985 ft. Address: 1037 Water Street, Port Huron 48060. Principal is owned by Charles O. Townley, president (55.4%), and five others. It has no other broadcast interests. Filed July 28.

■ Oxford, Miss.—Colom Communications Corp. seeks 107.1 mhz, 2.51 kw, HAAT: 322 ft. Address: 406 Third Avenue North, Columbus, Miss. 39701-3996. Principals: Milton Colom, president; his sons, Roland F., and Wilbur O. (one-third each). It is also applicant for new FM at Artesia, Miss. Filed July 29.

■ Burlington, N.J.—Maceo K. Sloan and Charles Joseph Thompson seeks ch. 48; ERP: 2,340 kw vis., 234 kw aur., HAAT: 1,112.3 ft.; ant. height above ground: 1,077.8 ft. Address: 2500 Legion Drive, Knoxville, Tenn., 37920. Principal also owns 40% of WSMT(AM)-FM Sparta, Tenn. and is also applicant for new FM at Greenville, Ala. Filed Aug. 3.